

REPORT OF THE MAYOR'S ADVISORY COMMITTEE ON CHANNEL 11

OVERVIEW

Currently Scottsdale Channel 11 is broadcast on Cox and Qwest cable systems. Channel 11's primary purpose is to extend the viewing of City Council meetings and select meetings of the City Boards and Commissions to the public via cable and streaming internet. There is a significant amount of the programming schedule that is filled with a variety of programs. Those programs include those that are produced by Channel 11, but the majority of programming is from outside sources.

The Committee's findings are that Channel 11, while performing at higher level than other Valley cities' channel 11s, has the capacity, potential and opportunity to educate and entertain Scottsdale citizens and visitors more than is currently being realized, and that Channel 11 should be a primary means through which Scottsdale citizens, visitors and business and property owners, and others become familiar with, and informed about events, issues and ideas impacting their lifestyle, neighborhoods investments, and the character of the community at large.

GOVERNANCE

Currently the City Council is not exercising any active governance over Channel 11. Channel 11 is administered through the City Manager's office with programming decisions being made by public affairs officer Pat Dodds.

The Committee's finding is that a lack of active governance is inhibiting Channel 11 from realizing its full potential.

POLICIES

The current priority of programming is: 1) City Council, Boards and Commission meetings; 2) City Cable productions; 3) City Cable produced community-interest shows hosted by or featuring outside parties; 4) Programming from outside sources [in priority - government programs, third party w/ formal relationship with the city, third party w/ formal relationship with another government, traffic impacts].

The Committee's finding is that while changes to the guidelines are in order, specific modifications the programming policies should be the purview of a Channel 11 Programming Board, but should include (1) consistency with the Mission Statement, (2) assessment of viewer interest, (3) program quality, (4) differentiation from existing programs, and (5) CityCable 11 staff capacity.

PRODUCTION CAPABILITY/CAPACITY

The Channel 11 studio is located on the second floor of the Center for Arts. The studio has a changeable set for taping programs, is fully equipped for editing and is connected to the cable providers and the internet. Currently Channel 11 operates with four staffers.

The Committee's findings are that there is available capacity for broadcasting additional programming and that the limited in-house production capacity should be used primarily for in-the-studio productions, while other partnering opportunities to expand production capacity should be explored.

RECOMMENDATIONS

The Committee recommends the following:

- The City Council should establish a Channel 11 Programming Board. The Board should consist of seven members with each Council Member appointing one board member and the Mayor appointing the chairman. Board members will serve at the pleasure of the appointing Council Member. That the City Council public notice board vacancies and Councilmembers vigorously solicit applicants to serve on the Board
- The City Council should require the Channel 11 Programming Board to updated programming guidelines and report to the Council annually and that the report include such topics as, but not limited to, visitor surveys, promotion plans, and programming guide/schedule communications.
- The Channel 11 Programming Board should vigorously encourage the submitting of ideas and proposals for programs, and that the Channel 11 Programming Board should explore expanding production capacity through partnering with interested parties, such as ASU, Scottsdale Community College, Scottsdale Visitors & Convention Bureau, private parties and other government entities.
- The Channel 11 Programming Board should explore starting a "PBS" style program underwriting and gift solicitations which might include establishing a foundation to receive donations as a means of expanding production capabilities.

Adopted and submitted June 28, 2009,

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